

**UNAPPROVED MINUTES
CITY OF MILPITAS
PARKS, RECREATION AND CULTURAL RESOURCES COMMISSION**

- Minutes:** Regular Meeting of the Parks, Recreation and Cultural Resources Commission
Date of Meeting: March 7, 2005
Place of Meeting: Milpitas City Hall Committee Room, 455 E. Calaveras Blvd.
- I. Call to Order** Chairperson Munzel called the meeting to order at 7:00 PM
- II. Flag Salute** The Chair led the Commission in the Pledge of Allegiance
- III. Roll** Commissioners Present: Krommenhock, Ku, McGuire, Munzel, Serena, and Tuason

Commissioner Absent: Gray

Council Liaison Present: Vice Mayor Gomez

City Staff Present: Bonnie Greiner, Recreation Services Manager; Kerrilyn Ely, Recreation Services Supervisor; James Lindsay, Acting Planning Manager; Lisa Ciardella, Recording Secretary

Guests: Bob Burrill, Milpitas Historical Society President
- IV. Alternates** Alternate Serena was seated.
- V. Agenda** MOTION to approve the agenda for March 7, 2005 as submitted.
M/S: Krommenhock, Tuason
Ayes: (6) Krommenhock, Ku, McGuire, Munzel, Serena, and Tuason
Absent: (1) Gray
- VI. Minutes** MOTION to approve the minutes from the February 7, 2005, meeting as submitted.
M/S: McGuire, Ku
All Ayes
Absent: (1) Gray
- VII. Citizen's Forum** Rob Means, 1421 Yellowstone Ave, came to the Commission asking support of the Personal Rapid Transit (PRT) in the Sunnyhills Neighborhood. He is asking for \$5 from each person to help fund the Environmental Impact Report (EIR). Pledges from individuals as well as corporations are being accepted. A PRT Charrette will take place on May 14, 2005.
- VIII. Announcements/Correspondence**

Bonnie Greiner, Recreation Services Manager made the following announcements:
- The Milpitas Community Concert Band will hold their concert "Pictures at an Exhibition" on Friday March 18, 2005 at 7:30 pm at the Community Center.
- The summer edition of the Recreation Services Activity Guide will be mailed to all Milpitas residents the last week of April.

Commissioner Tuason thanked City Staff for the improvements of the trail at Gill Park. He said walkers are once again able to utilize the trail.

Commissioner Ku reported that in the "Welcome Guidebook and Community Resource Directory" produced by the Milpitas Post, the city parks are listed in the wrong areas on the map.

IX. New Business

1. Christ Community Church of Milpitas – Facility Use on March 26, 2005 at Sinnott Park (Lisa Ciardella, Public Services Assistant)

Lisa Ciardella, Public Services Assistant, reported that Christ Community Church of Milpitas was requesting use of Sinnott Park for their annual Easter Egg Hunt on March 26, 2005. As detailed in resolution 6130, any group requesting the use of a City Facility for a special event in attendance in excess of 250 participants, must be approved by the Parks, Recreation and Cultural Resources Commission. Ms. Ciardella further explained that the participants in the Easter Egg Hunt will be parking in the Church's lot, so parking will not impact the neighborhood residents. The applicant Renee Dunn was in attendance at the meeting to answer any questions of the commission.

MOTION to approve the use of Sinnott Park on March 26, 2005 for Christ Community Church of Milpitas.

M/S: Krommenhock.Tuason

All Ayes

Absent: (1) Gray

2. New Payment Options for Sports Center (Kerrilyn Ely, Recreation Services Supervisor)

Kerrilyn Ely, Recreation Services Supervisor, reported that periodically staff reviews the Sports Center's fee structure to ensure that our facility and program fees provide our customers the most efficient, convenient and fair payment options. Staff reviewed customer evaluations, surveyed comparable facility fees from surrounding facilities and cities and analyzed findings as they related to our existing fees and payment structures.

Currently, the Sports Center offers members the fitness pass options that involve purchasing non-refundable "visits" in increments. This structure has received various complaints due to customer inconvenience and the need to continuously buy and add additional visits. In addition, members who workout frequently at the current \$3.00 per visit fee complain that the Sports Center is very costly for its limited amenities. As an example, a member who works out daily would spend approximately \$72.00 per month.

Recreation Services staff surveyed similar public and private fitness providers to compare our existing structure and identify other viable payment options that could be offered to our members. The results of this research clearly indicated that the majority of comparable facilities offer membership packages in monthly and annual increments.

Staff recommended adding the following monthly and annual membership package options for members of the Milpitas Sports Center: Adding membership options listed below would provide our members additional payment flexibility and convenience that is not currently available. The model

of packages offered below is based on a “use it or lost it” plan, which the majority of surveyed fitness clubs utilize.

New MSC Package	Residents	Seniors Resident only (50 yrs +)
Monthly Unlimited Use	\$50.00	\$25.00
Three Month Unlimited Use	\$150.00 (\$50/mo)	\$75.00
Six Month Unlimited Pass	\$ 250.00 (\$48/mo)	\$125.00
Annual Pass	\$ 450.00 (\$39/mo.)	\$225.00

The monthly payment option is a common fee structure used within the fitness club industry. These new package options provide customer convenience, encourage use of facilities, reduce staff time and provide financial incentive for purchase of long-term packages. The existing “visit” pass options will also continue to be available to those members who may not wish to pay on a monthly or annual basis.

Commissioner Ku asked how the new options would affect revenue. Ms. Ely, responded that she would initially expect the revenue to go up and then eventually even out. The Commission felt that the new proposal with the monthly, three month, six month, and annual passes were a great idea, since it would generate more revenue and at the same time save the daily resident users money.

Chairperson Munzel asked about raising the Non-Resident fee. He felt that this may also be a good way to increase the revenue. He asked Ms. Ely how many members of the Sports Center are non-residents. Ms. Ely responded that roughly 20% of the users are non-residents. Ms. Ely added that raising the non-resident fees was not something that staff had looked into at this time, but we certainly could. She said that there are some cities such as Newark, that charge 10% more for non-residents. Non-Resident seniors make up a good amount of the members at the Sports Center. Commissioner McGuire was opposed to charging more for non-residents.

MOTION to add 10% fee for non-residents to the new package options.

M/S: Serena, Tuason

Ayes: (5) Krommenhock, Ku, Munzel, Serena, and Tuason

Nays: (1) McGuire

Absent: (1) Gray

MOTION to accept the proposed package with the monthly, three month, six month, and an annual pass options.

M/S: Serena, Tuason

All Ayes

3. Review Concepts for the O’Toole Elm’s Interpretive Historical Display. (James Lindsay, Acting Planning Manager)

James Lindsay, Acting Planning Manager, introduced Kevin Levesque from Randall Planning & Design to make the presentation about the concepts for the O'Toole Elm's interpretive historical display.

Mr. Levesque presented an example of how each of the 3 concepts would look. First Concept C was presented, which would include an entry sign at either end of the elm row, one sign at Abel and Main Streets. Within the rows of elm trees would be a concrete base, between each tree would include up lighting and a historical plaque surface mounted into each base. This would appear on either side of the trail that meanders through the double row of Elm trees. The up lighting would illuminate the entire row of trees.

Next, Concept B was presented, and this concept would include an entry sign at either end of the elm row, one sign at Abel and Main Streets. Within the rows of elm trees there would be three monuments spaced equally. The monuments would be encircled by a cobblestone area with a seat wall. The monument itself would have a concrete base that would include hand colored tiles with imprints from the existing elm trees and leaves painted by children. Extending from the base would be a wood panel from the Elms at the site and would include text and photos showing the history of the trees.

Next, Concept A was presented, and this concept would include an entry sign at either ends of the elm row, one sign at Abel and Main Streets. Within the rows of elm trees would be three monuments spaced equally. The monuments would be encircled by a cobblestone area with a seat wall. The monument itself would have a concrete base that would replicate a cut through of a tree trunk with an etched glass feature attached to the base. On the etched glass would include an image of an elm tree with the history of Milpitas and the elms superimposed on the tree image.

Mr. Levesque also presented examples of benches that could be made from the elm wood, etched glass, a brass plaque, metal signs and custom pre-cast concrete.

Chairperson Munzel asked if there would be tables included in the areas. Mr. Levesque responded that there would be tables included for social gathering spaces. Mr. Lindsay added that there would be picnic tables in the park area. Chairperson Munzel also made a suggestion that one or two of the existing Elm trees be made into a table. Chairperson Munzel would like to see some of the wood reused.

Mr. Levesque explained that there will be new elm trees planted. Elms are fast growing trees with a high spreading canopy. The trees will be planted about nineteen feet apart. A small grove of four to five trees may also be planted if anything goes wrong with any of the other trees.

Commissioner Krommenhock stated that she preferred Concept B. Chairperson Munzel expressed concern over Concept B because of the vandalism that may take place on the etched glass. Chairperson Munzel preferred Concept C because of the lighting it included. Mr. Levesque added that the different elements of the concepts can be combined and modifications can be made. Commissioners Ku, Serena, McGuire, and Chairperson Munzel all preferred the lights. Commissioner Krommenhock and Chairperson Munzel would like to see as much wood as possible used from the existing trees. Commissioner McGuire would also like to see a photo history included.

Mr. Lindsay also asked the Commission if they had a preference on how the path is constructed, if it is straight or meandering. The Commission did not have a strong preference either way, they just thought that if it is straight it would be shorter and easier to maintain. In addition, historically the driveway was straight.

XII. Staff Reports

XIII. Liaison Reports

1. City Council

Vice Mayor Gomez reported that the City Council will begin its search for a new City Manager in August 2005, and will likely hire in early 2006.

- The Church and the residents on Uridias Ranch Road, are not willing to sell any of their property to the City, to use as an entrance to the Alviso Adobe.
- Applications are currently being accepted for open commission seats. The application deadline is in April. A sub-committee has been formed and it will make recommendations regarding the applicants to the Mayor and City Council Members and they will vote.

2. Community Advisory Commission (CAC)

Commissioner Ku reported the CAC is reviewing the final report on the Ethics First Program. Vice Mayor Gomez added that the consultant on the Ethics project will be giving its final report to Council, and a decision will be made about how to proceed with the program.

3. Senior Advisory Commission (SAC)

None.

4. Planning Commission

None.

5. Youth Advisory Commission (YAC)

Chairperson Munzel reported the Youth Advisory Commission discussed the following items: 1) Alcohol Awareness Pamphlet; 2) Hotline and Teen Show. Their next meeting is scheduled for Thursday, March 19, 2005.

6. Milpitas Historical Society

Bob Burrill, President of the Historical Society reported the next meeting will be held on March 19, 2005, in which the agriculture in Milpitas will be discussed.

7. Arts Commission

Commissioner McGuire reported that as part of the Capital Improvement Program, the Arts Commission would like to see 1.5% of new projects be given to public arts as a way to bring culture to the city.

Commissioner Krommenhock reported that for the “Art in Your Park” project at Starlite Park, 3 artists have been selected. 1 artist had been interviewed, and the other 2 will be interviewed next week.

8. Alviso Adobe Sub-committee (Commissioner McGuire, Munzel)

None

XIV. Future Agenda Items

March

April

Capital Improvement Program

May

No Smoking In Parks Discussion

Maple Hall Discussion

August

Possible Channel 15 Coverage - Community Outreach for Commission

XV. Adjournment

There being no further business, the Chair adjourned the meeting at 8:27 PM to the next scheduled meeting on March 7, 2005, at the Milpitas City Hall Committee Room.